



MINISTERIO DE SALUD
DEPARTAMENTO DE LA FAMILIA
CÓDIGO DE BARRAS
0919 042354 1000

Paneco

and

Friends!



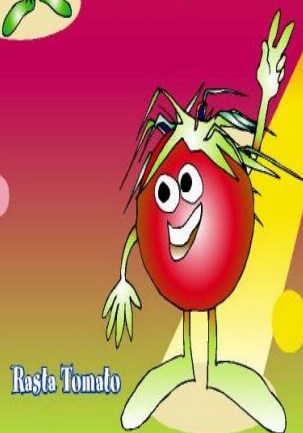
ADSEF
ADMINISTRACIÓN DE DESARROLLO
ECONÓMICO DE LA FAMILIA



Leafy Cabbage



Vitamin
C-Chick



Rasta Tomato



Fabulous
Fibrous Mango

Red Hawthorne Berry

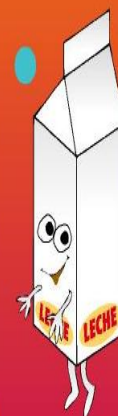


Paneco



Rocky Carrot

Mr. Potassium



"Milky"



Surfer Fish



Pineapple
Girl

Paneco is the name of the Action and Nutrition At Home Program. The purpose of the program is to offer education in nutrition to the participants of the Nutrition Assistance Program (NAP). The name **Paneco** signifies that the education in nutrition will be an echo of NAP (PAN in Spanish), which the benefits are granted for the purchase of food. It is also the name of the character that identifies the Program.

The goal of the program is to motivate NAP participants to adequately use their benefits by improving the practice of purchasing, selecting and preparing healthy and nutritive meals, adequate management of foods and others.

What is PANECO?

- ✦ PANECO is the name of the nutrition education program for participants of the Nutrition Assistance Program (NAP) in Puerto Rico (PR).

Cont. What is PANECO?

- ✦ The acronym means in Spanish, *Programa de Acción y Nutrición en Casa*, that is, At Home Action and Nutrition Program. The initials in Spanish for the Nutrition Assistance Program (NAP) are PAN. Eco is the Spanish word for “echo”, which means “a repetition of sound heard again near its source, after reflection”.

We wish to refer to the meaning of the name, “the echo of NAP”, as NAP being the sound source and the repetition of this sound after reflecting at home, the echo, as the nutrition education that is reflected or applied at home.

How was PANECO born?

- ✦ ASED strongly believes that as part of the responsibility of administering the block grant for the Nutrition Assistance Program (NAP), Puerto Rico should have a nutrition education program.
- ✦ The program should be simple and effective, and able to reach a greater amount of the NAP population.
- ✦ ASED decided to develop an in-house nutrition education program for the first time in FY2004, implemented by its own personnel and dedicated 100% to this effort.

Goal

To provide an educational program that creates awareness among NAP recipients regarding proper use of their benefits and increase their knowledge in nutrition areas in order to adopt healthier eating habits and active lifestyles.

Objectives

- ✦ Improve practices related to thrifty shopping and management of investing food dollars. These include skills such as making shopping lists, reading labels for nutritional value, menu planning and basic cooking.
- ✦ Encourage NAP participants to improve eating habits by increasing their knowledge in nutrition.
- ✦ Encourage NAP participants to adopt active lifestyles by increasing their knowledge in the effects on their health.
- ✦ Improve knowledge of food handling skills.

Cont. Objectives

- ✦ Improve knowledge and encourage proper use of the EBT card (Tarjeta de la Familia)



Description of the Project

- a) Staff: PANECO is under the responsibility of the nutrition education coordinator, a nutritionist, six home economists, a secretary, and a clerk.

Cont. Description of the Project

The life size costumes of these characters have attracted young and old and made the educational message dynamic and fun.

- ✦ Paneco
- ✦ Potasión (Banana)
- ✦ Cartoncito de Leche (Milk Carton)
- ✦ Roca Zanahoria (Carrot)
- ✦ Repollin (Cabbage)
- ✦ Piñita Girl (Pineapple)
- ✦ Chica C (Orange)
- ✦ Rasta Tomatito (Tomato)
- ✦ Mangosito Fibrosito (Mango)
- ✦ Pescado Playerito (Fish)
- ✦ Acelorita Coloradita (Caribbean Cherry)

Cont. Description of the Project

- b) Characters: The program has a cartoon character associated with it, whose name is also Paneco that provides the program with a personality of its own. We have chosen a piece of wheat bread as his body, as the initials for NAP in Spanish are PAN, which means bread.

Bread has been the historical food for mankind to satisfy hunger and in our case, a very appropriate symbol of our Nutrition Assistance Program. The fact that it is a piece of wheat bread, emphasizes the nutritional aspect.

This character represents the program in all promotional and printed material. He is accompanied with other cartoon characters which are his friends:

Cont. Description of the Project

- c) These characters appear at some activities with the Home Economist presentations of Paneco and at some activities. The Home Economists deliver the educational message accompanied by Paneco and his friends; using the jingle for the program promotion. The jingle, sang with a rock rhythm, motivate to dance, move and do physical activity, and invites to eat healthy with Paneco.

Paneco Activities

- ✦ A questionnaire was administered in order to assess the participant's needs for education and nutrition information.
- ✦ Lectures about nutrition topics are given in the waiting rooms of the NAP local offices.
- ✦ Visits to some EBT certified retailers.

Cont. Paneco Activities

- ✦ Participate in health fairs, schools and day care centers activities and summer camps.
- ✦ Visits to communities of extreme poverty to deliver nutrition education.

Promotion

Different methods for information disclosure are used, such as:

- ✦ Theaters
- ✦ Television
- ✦ Radio
- ✦ Newspaper
- ✦ Articles
- ✦ Puppet show
- ✦ Educational Materials:
 - ~ *Posters*
 - ~ *Brochures*
 - ~ *Coloring booklet*

Colaborative Efforts

Paneco integrates with multiple FNS programs in the efforts for delivering nutrition education as:

- ✦ Child Care Food Program
- ✦ Temporary Emergency Food Assistance Program (TEFAP)
- ✦ WIC and Seniors Farmers' Market

Cont. Colaborative Efforts

PANECO collaborates in activities with other State agencies such as:

- ✦ PR Department of Education in collaboration with TEAM Nutrition
- ✦ PR Department of Agriculture (ASDA)
- ✦ Head Start Program.

Results/Outcomes

- ✦ The Program reached 127,836 NAP participants on 1,348 educational lectures during July 2004 thru May 3, 2005.
- ✦ Our concept of providing high quality nutrition education spots on television, and reinforcing the messages through onsite orientations at local NAP offices, is an innovative and extremely successful approach to reaching large numbers of NAP participants.

Cont. Results/Outcomes

- ✦ Paneco, the character, has stolen the hearts and imagination of everyone in Puerto Rico and will undoubtedly spearhead the Commonwealth's efforts to promote healthier and more active lifestyles. PANECO received many certificates and letters of recognition from different sectors in the community.